



July 2013

Influenza News

Special Edition

The National Influenza Vaccination Disparities Partnership (NIVDP) is a national multi-sector campaign spearheaded by local influential partners who work to increase the importance of vaccination uptake among underserved populations. The partnership and this newsletter are supported by the Centers for Disease Control and Prevention (CDC).

American Indian and Alaska Native Partners Reach Across Indian Country to Promote Flu Vaccination

This edition features the notable efforts of NIVDP members during the 2012-2013 flu season to reach American Indian and Alaska Native (AI/AN) populations about the benefits of flu vaccination. NIVDP partners engaged local, national, and regional partner organizations and media outlets in communities spanning much of the U.S. Learn how the Southcentral Foundation (SCF) and the Koahnic Broadcast Corporation (KBC) networked, shared, organized, and reached out to people across Indian Country. And find out about an exciting new CDC widget being developed to provide valuable flu vaccination information to tribal communities.

According to Indian Health Services, there are **566** federally recognized American Indian and Alaska Native tribes and villages in the United States.

SPOTLIGHT ON PARTNERS

Southcentral Foundation Uses High-Visibility Approach to Increase Flu Vaccination in Alaska

Southcentral Foundation (SCF), an Alaska Native-owned, non-profit health care organization, serves 60,000 AI/AN people living in Anchorage, the Matanuska-Sustina Valley, and 60 rural villages across southern Alaska.

In 2012, SCF joined forces with the Alaska Native Tribal Health Consortium, the Alaska Department of Health and Social Services, and the CDC to promote flu vaccination at the Alaska Native Medical Center (ANMC) Health Fair during the Alaska Federation of Natives (AFN) convention. Plans are underway to continue flu vaccination promotion and to provide flu vaccines free of charge during the 2013-2014 flu season.

The AFN convention is the largest representative annual gathering of Native Americans in the U.S., with about 4,000 to 5,000 people attending presentations and workshops on education, health, culture, and policy issues affecting AI/AN communities. "As the center of health-related activity at the AFN convention, the ANMC Health Fair offers a unique, high-visibility platform for sharing information with Native Americans about flu vaccination and other health and wellness issues," said Dr. Terry Simpson, Director of SCF.

Radio Media Partner Extends Campaign Reach Across Indian Country

Based in Anchorage, Alaska, Koahnic Broadcast Corporation (KBC), an Alaska Native media company, has been an important media partner, airing a series of 30-second PSAs that reached radio listeners across Native America. The PSAs, featuring well-known journalist and producer Harlan McKosato, emphasize the benefits of getting vaccinated and motivating others to do the same. Through its distribution network, Native Voice One, and in programming like the national call-in show, Native America Calling, more than 80 radio stations played the PSAs for several weeks, reminding AI/AN communities to get vaccinated against the flu. PSAs played in Alaska, Arizona, Minnesota, Montana, New Mexico, Oklahoma, South Dakota, Washington and the Navajo Nation, generating more than 18 million potential media impressions. "On a personal level, it was gratifying for me to be a part of a campaign that resonated among families across Indian Country," said Mr. McKosato.

New Widget For American Indian And Alaska Native Audiences Underway

A new CDC widget is being developed to provide valuable flu and vaccination information to tribal communities. The "Protect the Circle of Life" widget includes a short quiz that asks true or false questions about influenza and how it is spread, as well as facts about vaccination availability, effectiveness, and safety. The widget will be launched for the 2013-2014 flu season. "Social media platforms are crucial for expanding the delivery of culturally appropriate health information among medically underserved groups," said Dr. Katherine Lyon Daniel, Associate Director for Communications at the CDC.

The social media tool also contains a link to the HealthMap Vaccine Finder, which provides a list of flu vaccine clinics according to zip code or city and state. In the coming months, NIVDP will work closely with its partners to disseminate educational brochures and other materials promoting the "Protect the Circle of Life" widget and the HealthMap Vaccine Finder in AI/AN communities.



SCF promoted flu vaccination at one of the nation's largest annual gatherings of Native Americans in Anchorage, Alaska



Harlan McKosato, featured on radio PSAs aired by Koahnic Broadcast Corporation across Indian Country



"Protect the Circle of Life" CDC widget will be launched for the 2013-2014 flu season

Click to Join

Become a partner. Join your colleagues and spread the word.

<http://www.cdc.gov/flu/>